

# CITY OF JERSEY CITY

JERRAMIAH T. HEALY  
MAYOR



CITY HALL  
JERSEY CITY, NJ 07302  
TEL:(201) 547-5200  
FAX:(201) 547-4288

**FOR IMMEDIATE RELEASE**  
July 27, 2011

Contact: Jennifer Morrill  
Press Secretary  
**201-547-4836**  
**201-376-0699**

## ***13<sup>th</sup> Annual ChalkFest to be Held by York Street Project Fundraiser supports work to help women and children end the cycle of poverty***

**JERSEY CITY** – Jersey City will host the **13<sup>th</sup> Annual ChalkFest** organized by the **York Street Project** from **12:00 p.m. to 2:00 p.m.** on **Thursday, July 28, 2011** at Exchange Place Plaza.

“The ChalkFest is a wonderful event and a great opportunity to bring the community together,” said **Mayor Healy**. “I commend the York Street Project, the volunteers, the sponsors and the business community for their support to the many women and children in need. It is generosity such as this that makes Jersey City a truly great city.”

Annually, York Street Project holds **ChalkFest**, a unique fundraiser, in support of helping women and children break the cycle of poverty. ChalkFest is a sidewalk chalk art festival featuring the children of The Nurturing Place. The 5’ x 7’ mural spaces, which are outlined across the Chalk Zone, are sponsored by local individuals, businesses, corporations, religious groups, or civic organizations. Approximately 60 children will unleash their creative talents with the help of local artists and volunteers from area businesses.

Music, face painting, balloon art and games will be provided. A dedicated team of ChalkFest volunteers will be manning the food stations, giving away hot dogs, snack foods, ice cold beverages, and Italian Ices. In addition to the sponsorships, funds will be raised through a Balloon Pop Dart Game offering a variety of fun prizes. The more than 500 lunchtime patrons expected are encouraged to learn more about The Project and the many ways they can help our families directly or through the workplace.

The **York Street Project**, through a network of four programs which simultaneously provides shelter, food, education, child development care, counseling, and job- and life-skills training to more than 300 homeless and low-income women and children each year, helps to break the intergenerational chains of poverty.

(more)

(2)

The York Street Project is a one-stop network of programs working together since 1989 to break the cycle of poverty: Kenmare High School: an accredited alternative high school that offers education as well as practical training in job- and life-skills; St. Joseph's Home: a safe and structured living environment for single mothers and their children that guides and supports them as they transition to new lives; The Nurturing Place: a licensed child development center for children from four months to 6 years of age; and St. Mary's Residence: affordable housing and support for working women with limited incomes.

Every year, The Project's network gives our families the tools they need to begin their journey toward a life of self-sufficiency. For more information about The Project, visit [www.yorkstreetproject.org](http://www.yorkstreetproject.org).

For more information about the ChalkFest, contact the Division of Cultural Affairs at 201-547-6921 or Bonnie Davis, Assistant Director of Development at (201) 451-8225.

**All media inquiries should be directed to Jennifer Morrill, Press Secretary to Mayor Jerramiah T. Healy at 201-547-4836 or 201-376-0699.///**